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You Should Take the Lead in Cybersecurity Education



Cybersecurity is essential for every business. Many decision-makers are now actively seeking cybersecurity solutions, which opens up valuable opportunities for MSPs to provide these critical services. If cybersecurity isn't yet part of your service offerings or isn't regularly featured in your marketing, website, and QBRs, now is a great time to consider integrating it to meet evolving client expectations and stay competitive.

Cybersecurity: Turning a Challenge into a Profit Center

From the perspective of most small and medium-sized businesses, cybersecurity often feels abstract. Awareness of cyberthreats is rising, but many business leaders still...



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Using LinkedIn in Your Marketing



Since its very inception, LinkedIn has been a social media platform specifically for business affairs. This makes it an excellent platform for B2B marketing opportunities.

We want to explore how you can fully utilize your business' LinkedIn presence.

What Can LinkedIn Do for My Business Marketing?

There's quite a bit of value to potentially gain from utilizing LinkedIn, with plenty of uses to take advantage of to benefit your organization:

- LinkedIn can provide another means of sharing your content to get it in front of more eyes, directing prospects back to your website to learn more.
- The platform can also be a great place to highlight your company, publicize its values and culture, and establish that aspect of your overall brand.
- Company accomplishments can be highlighted, celebrating them while subtly bragging to your followers about your capabilities.
- Sharing your information on LinkedIn can actively support your lead generation activities, as prospects and existing clients can be inspired to investigate further.

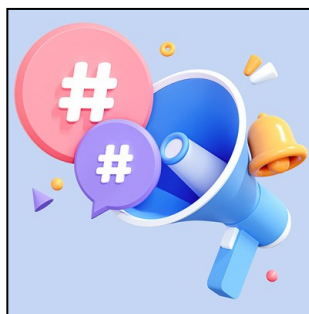
So, it makes sense that using LinkedIn is worth your time. Let's explore how to do so most effectively.

Your Abbreviated Guide to LinkedIn Success:

How to Design an Impactful Profile

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Should You Use Hashtags as You Market Your MSP on Facebook?



Spoiler alert: yes, you should.

We all know that Facebook did not initially offer hashtags to help users link related content together, adding the feature in 2013. However, with the feature being available for over a decade, using it as effectively as possible is more important to overcome the noise and draw interested attention to your presence as a managed service provider.

Let's review what makes hashtags valuable to your social strategy before we discuss how to optimize their use.

How Can a Hashtag Help Your Business on Facebook?

In short, it is all about visibility and building a community.

Let's do a quick experiment. If I were to go to Facebook right now and type "#oneontany" into the search bar, I would be delivered any posts from our fellow businesses and organizations that included "#oneontany" in their text. We see content

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Using LinkedIn in Your Marketing

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You can almost view your LinkedIn profile as your personal resume on the platform, so a lot of what goes on LinkedIn will be very similar to what you'd see there:

- Any jobs that demonstrate your leadership experience, including relevant volunteer work.
- Any relevant education or training you have received.
- Any relevant skills you've developed, ideally with the context you use them in.

LinkedIn also lets you share a brief summary of your experience, philosophies, and abilities in more detail while customizing your personal headline and professional profile photo. You can also include up to three links, which you can use to direct people to your business' website, blog, or elsewhere, and include plenty of details supporting your qualifications.

Should You Use Hashtags as You Market Your MSP on Facebook?

(Continued from page 1)

from our friends at Super Heroes Humane Society, the Community Arts Network of Oneonta, our local YMCA, and others, all accessible in one place by simply typing in that specific hashtag.

That's great for them because it makes them easy to find. By increasing their visibility through a hashtag, Super Heroes, CANO, and the rest have made themselves more discoverable by the community. This also helps these businesses communicate more directly with the community they want to talk to and provide their insights.

Hashtags can help you connect posts about different events, boost your business' brand, and can help keep

As you do so, consider what a business leader might want to ask you and craft your summary appropriately.

How to Create an Impressive Company Profile

If you have yet to set up a LinkedIn page for your business, it is a simple enough process. From your personal profile, click into the Work menu at the top-right of the page and select Create a Company Page. You'll be prompted to supply your company's name, select a URL, and confirm you have the right to create this page. After all this, you'll be ready to build out your business profile.

As you do so, there are numerous things you can focus on—similar to your personal profile—to make it as influential and convincing for a visitor as possible. For instance, ensure that your business profile also features a quality photo of your building, workspace, or logo, and that your business summary highlights what you

your marketing consistent across your other social platforms. So, yes, they are worth utilizing—plus, they're free, so you aren't making any additional investment.

How to Use Hashtags on Facebook Effectively

There's a lot of advice out there that we can get behind.

Keep them to a few hashtags per post.

These hashtags should be relevant to the audience you are trying to reach and, of course, make sense in the context of the post. Some advice found online suggests using one to address the audience of the post with the post's intention, one to highlight the topic itself, and two as a reminder of your services. Try experimenting to

offer. Take advantage of the tab LinkedIn provides to list out your products and services, in descending order of importance, linking them back to your website and its service pages. You should also do your best to collect social proof on the platform through LinkedIn reviews.

Finally, make sure you are using your company profile to share useful information through high-quality content and request that any team members with a LinkedIn profile help by sharing it with their connections as well.

How to Engage Your Followers with Your Posts

There are a few different ways to share content on LinkedIn that you should consider utilizing...



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see which your audience responds to the best.

Create your own, relevant hashtags and combine them with industry-specific ones.

As an MSP, you are in a unique position. Your audience knows they need your services, but they may not know the terminology to find you. You can use your hashtags to help remedy this to some extent. For instance, we could use "#oneontany" to localize us, then use more generic options like "#ITservices" or "#businesstech" to clarify what we have to offer. Again, we recommend some old-fashioned trial and error to determine what...



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Your Content Can Help You Cultivate Organic Traffic... Here's How



A major point of your website is to attract prospective clients to your business,

educate them about your services, and entice them to contact you for more information (or even sign up!). Of course, for this to happen, these prospects must first visit your website, contributing to the all-important metric known as traffic.

This is where your content can prove its worth. Let's discuss using it to attract as much organic traffic as possible.

First, let's define what makes web traffic "organic" in the first place.

What is Organic Traffic (and Why Is It So Valuable)?

To understand organic traffic, we must first grasp how search engines operate. There are effectively two

ways to get your content in front of a searcher's eyes... in other words, at the top of the results page. First, you can pay to boost it and have it appear nearer to the top, and second, you can use search engine optimization practices to push it upwards. Traffic resulting from the latter approach is known as organic traffic and has significant benefits.

For instance, organic traffic...

1. **...costs less to acquire.** Beyond the investment into creating the content you share, organic traffic has no associated costs.
2. **...helps foster relationships.** By directing people toward your website and services and the value they offer, your content can reinforce your position as a trustworthy and reliable partner.
3. **...tends to match what you offer.** Since your site visitors found your website by searching for a term you ranked well for, you are more likely to have the information they are trying to find.

4. **...is scalable and sustainable.** Not only can you tweak your content and make it more relevant to keep visitors coming to your site, but you can augment it and add more using SEO-focused topics that you also want to rank for and draw attention to.

While there are technical means of improving your organic search—fixing issues in how your website is constructed, for example—quite a few focus on the content you share on your website and beyond.

How Content Can Be Used to Encourage Organic Traffic

Let's explore how creating quality content can help draw searchers to your website.

Creating Content that Demonstrates Your Expertise

First and foremost, your content...



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Get Ready for 2025 with a Marketing Plan!

Having a clear, targeted Marketing Plan isn't just a luxury—it's an absolute necessity. Especially you, the Managed Service Providers (MSPs), where reaching your specific audience is pivotal for success.

Successful MSP marketing requires a plan!

Our Marketing Plan service is designed specifically for MSPs to organize and coordinate their marketing projects for an entire year. With a detailed Marketing Plan roadmap, your marketing efforts will stay on track for growth throughout the year.

Your custom MSP Marketing Plan is tailored specifically for your company.

By building out a customized and comprehensive marketing plan, your business will have a step-by-step guide for successful marketing of your services.

We start with a preliminary study of your company. This is where we help you by examining your company's needs. After our analysis, we will suggest specific goals for your marketing efforts and include a month-by-month marketing calendar to accompany your marketing plan.



Learn More!
jmct.io/marketingplan



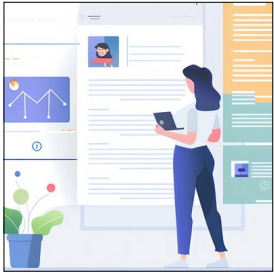
MSP MARKETING IS MORE COMPLICATED THAN EVER.

Our **MSP marketing plan** is designed specifically for MSPs to organize and coordinate their marketing projects for an entire year.

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How to Create Content Your Audience is Compelled to Read



When you're trying to advertise your MSP services, your content—the materials you share with your audience, like service pages,

blogs, deliverables, social media, and others—and its quality will be critical to your success. You need your audience to be informed, engaged, and even excited about what you have to offer.

Of course, for your content to have a chance of inspiring these reactions, you need your audience to read it first.

Let's explore some best practices to remember as you craft your content.

What to Keep In Mind When Creating Your Marketing Content

People Don't Read Websites, They Skim Them

This single fact makes a ton of difference in how different approaches to content register with a reader.

Since most of the people you're trying to talk to are seeking specific information, a pattern has formed in how we all engage with websites and other marketing materials. We initially only skim content to find the information we are looking for. If we find it, we might settle in and thoroughly read it. If not, we bounce to another site to see if we can find it there.

This means you have a limited window to capture your audience's attention before they disregard your content. So, how do you do that?

Keep It Concise

Your content needs to be clear and to the point to keep your audience engaged. You know technology and all the jargon and industry terminology used to describe it, but your audience doesn't. Therefore, using these terms won't help you convince them to work with you. Keeping the language you use in your marketing simple and focused on the benefits your clients see will help emphasize your value in an inherently more convincing way.

It also helps to avoid more complicated phrases because they are inherently more difficult to skim. Keep it simple; keep it effective.

Focus on Your Audience

It can be too easy to approach marketing as communicating with your entire mass of contacts and prospects in mind, shouting at the crowd to see if any come to learn more. This is a mistake. Instead, you should focus on communicating with just one person—the one reading your content.

Directing your content to one person makes it easier to strike up a conversation and discuss things with personality and clarity...



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Monthly Campaign

The topic for this month's marketing campaign content for our **Ultimate MSP Website** subscribers is:

Computer Security

Free monthly content to market your services!

Marketing Tidbits

"Content is fire. Social media is gasoline." —Jay Baer

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